

If you've heard it once you've heard it a thousand times: Breakfast is the most important meal of the day.

What's true for adults, however, is doubly true for children.

When adults are hungry they can deal with the feeling by getting something to eat or concentrating on something else. If a child is hungry, he or she can't help but focus on a hungry tummy instead of the teacher.

If you want to give your child an edge in school, consider what various studies have shown:

- Breakfast eaters have an easier time learning than non-breakfast eaters because they are able to concentrate on

learning, make fewer errors and score higher on tests. They are more creative and work faster.

- Breakfast eaters behave better in school and cause fewer fights, are more cooperative, get along better with classmates and are less likely to be sent to the principal's office.

- Breakfast eaters are less likely to be absent, late or sent to the nurse's office with a stomachache or headache.

If your family is too time-crunched to start every morning with a balanced breakfast, check out our school breakfast program. It's the nutritious and convenient way for your child to start the school day.

Breakfast Really is the Most Important Meal of the Day



Dairy Council
of Wisconsin